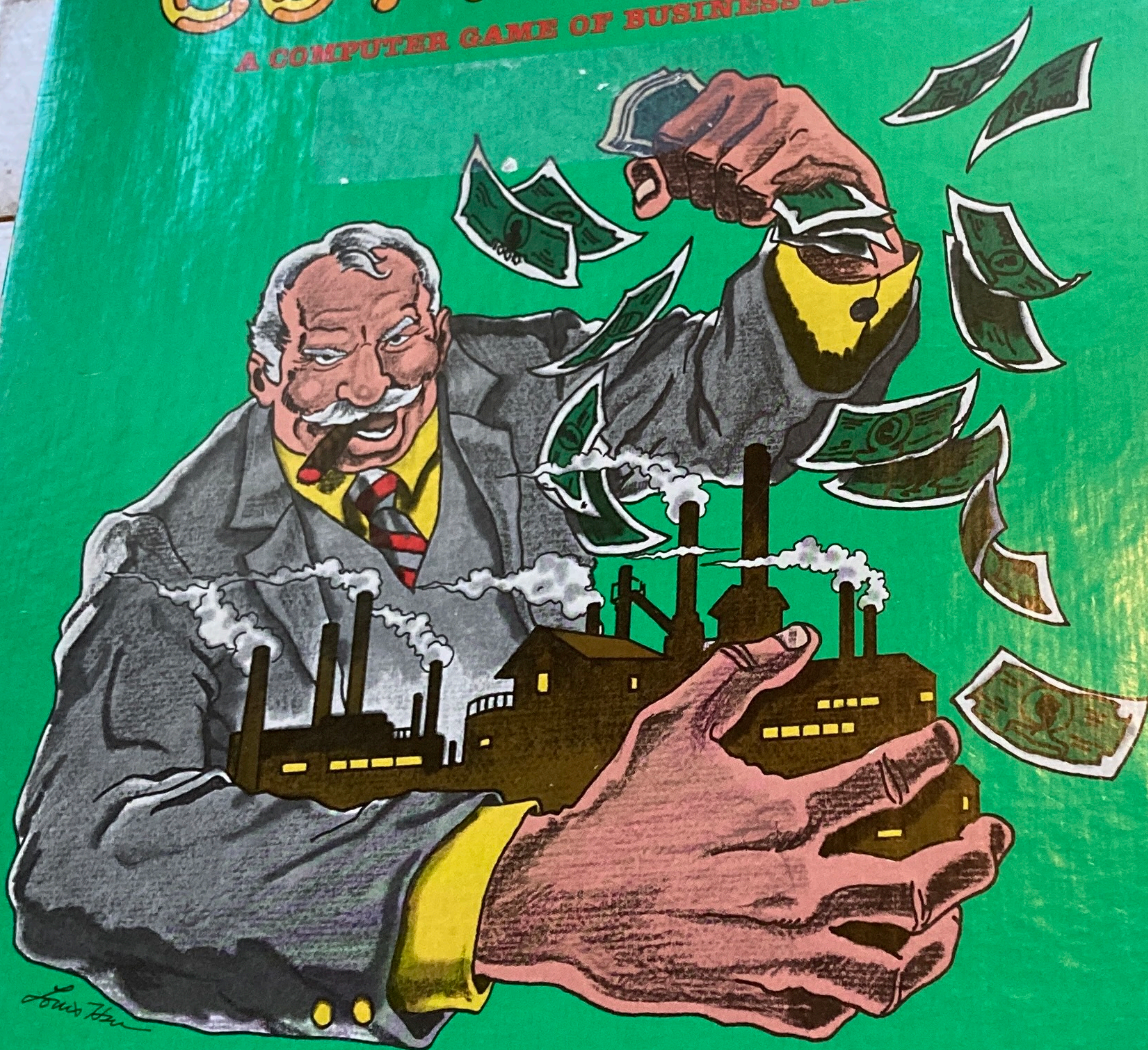
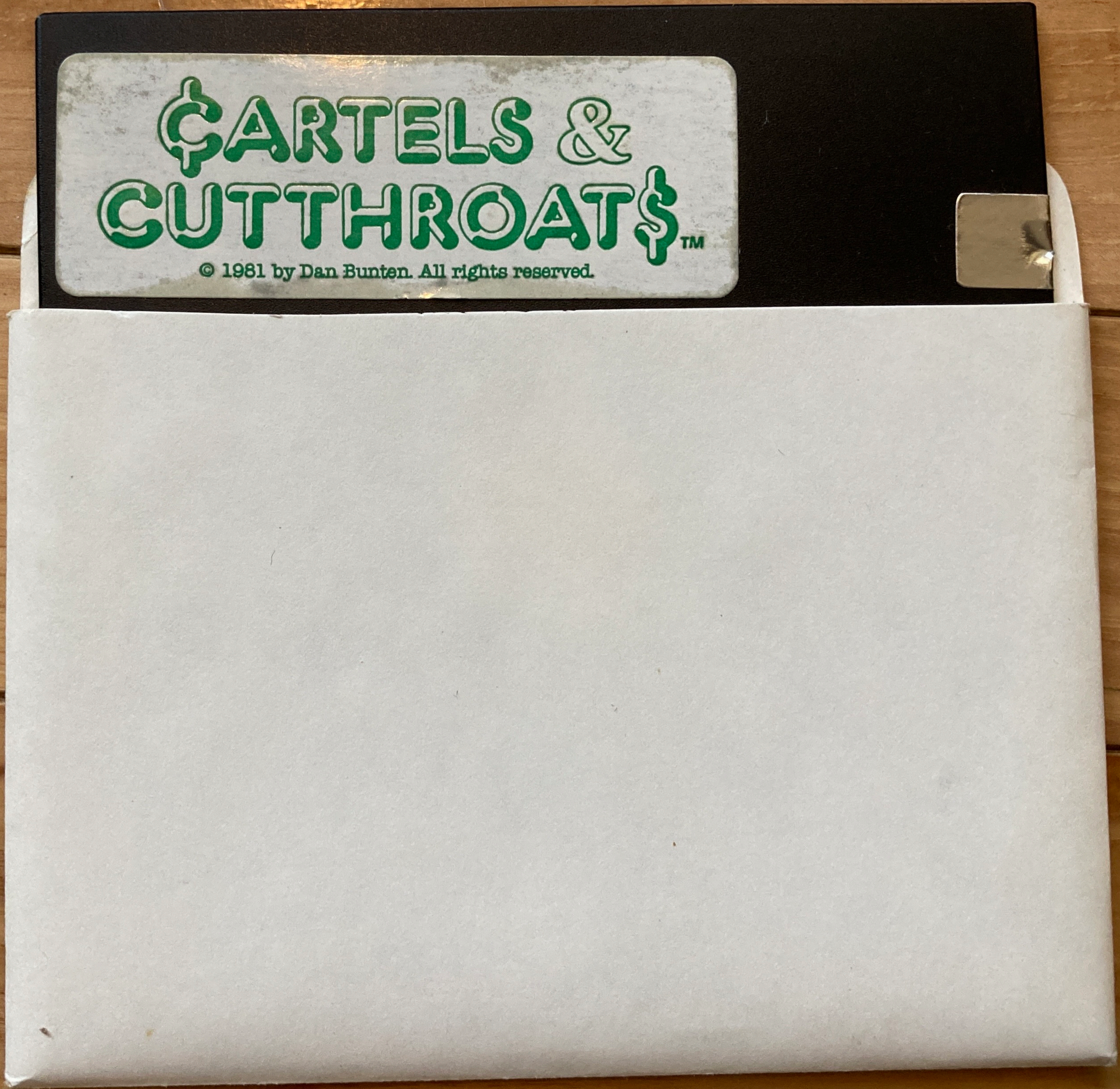


¢ARTELS & CUTTHROAT\$™

A COMPUTER GAME OF BUSINESS STRATEGY



STRATEGIC SIMULATIONS INC.



Research and Development: Money spent on R&D is an investment in creating a research breakthrough. These breakthroughs offer you a chance to invest either in automated equipment to reduce production costs, or in product improvements to increase sales. Two other breakthroughs that do not require any additional funding will either reduce your overhead costs or increase your production capacity. R&D investments compound each quarter to make a breakthrough more likely as long as investments are maintained. Lowering the R&D budget reduces the probability of a breakthrough. (Research breakthroughs are the only way to "differentiate" your product from your competitors'. Such product distinction is more important, in terms of sales, for luxuries than for necessities).

Loans: You may obtain loans by entering the dollar amount desired or you can let your finance director obtain them whenever your cash account is overdrawn. To repay a loan, enter a negative number. The interest rate of your loans will be determined by the prime rate with adjustments for your performance.

Factories: To buy additional factories, enter the number you want on the planning sheet. To sell factories, enter a negative number. Buying or selling factories requires a quarter for implementation.

Special Memos: Send memos to approve expenditures or investments that have been offered to you. Do this by entering the appropriate letter(s) on the special memos line. (For instance, an "A" will approve the purchase of automated equipment only when a breakthrough has been made). If you want to send more than one memo, enter the letters (without separation) on one line.

Although all eight of these decisions are important, only the first three (RM purchase, production and FG price) are essential to the existence of your company — without products to sell, you would not be in business very long. Also, unless you are purchasing enormous amounts of raw materials or buying more than one factory, you do not normally have to worry about how much money you are spending. Just concentrate on your profitability and your finance director will watch the cash flow.

STRATEGY HINTS

Generally, you should make small changes to your plans from quarter to quarter. Large changes in any of the planning items are less effective than small progressive "improvements".

Since the object of the game is to make profits, you normally mark up your price from cost-per-unit information. However, there are occasions when you sell so few finished goods that your cost per unit sky-rockets. This happens because the operating expense portion of your total costs does not change with the number of units sold. Thus, in some cases you may want to lower your price (even below total costs) in order to sell more units, thereby spreading your operating expense. You will then, hopefully, be reducing your cost per unit to a level below your price.

Since this game is a realistic simulation of the business world, you should expect to have to learn something about economics and business management in order to be successful. Consult the game manual if these instructions were not sufficient. In the long run, however, experience is the best teacher. And after all, IT'S ONLY PLAY MONEY!

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STARTING COSTS*

Raw Material (RM):

Purchase price/unit	50
Warehouse cost/quarter (capacity 10)	40
Storage cost/unit/quarter	1

Finished Goods (FG):

Warehouse cost/quarter (capacity 10)	80
Storage cost/unit/quarter	2

Overhead:

General overhead/quarter	1000
Production overhead/factory/quarter	300
Overhead cost of hiring 1 worker	1
Overhead cost of laying-off 1 worker	.5

Factories:

Purchase price	16,000
Depreciation/factory/quarter	200

Production:

Labor rate up to normal capacity	7.50
Labor rate for units over normal capacity	11.25
Workers needed/unit produced	40
Labor hours available/worker/quarter	500

$$\text{Prod. Cost} = \frac{U \times W \times (1 - A) \times R \times 500}{1000^{**}} + \text{RM cost}$$

Where:

U = number of units produced

W = workers/unit

A = percent automated/100

R = average labor rate

* **Divided by 1000 since "000" is omitted from all total costs

Average production cost/unit:

At normal capacity	200.0
At 1.5 times normal capacity	225.0
At double normal capacity	237.5

* The above costs are only accurate for the first period of the game. After that inflation, economic changes, etc. revise the values.

IMPORTANCE TO CONSUMERS IN SELECTING A PRODUCT

	Percentages by Product Type		
	Necessity	Mixed	Luxury
Price	80	60	40
Advertising	10	20	30
Product	5	10	15
History	5	10	15

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Aurum

BUSINESS PLANNING SHEET

Date

2/4

2/3

2/2

2/1

1/4

1/3

1/2

1/1

1/0

1/0

1/0

1/0





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A COMPUTER GAME OF BUSINESS STRATEGY



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SSI
STRATEGIC SIMULATIONS INC.

- Realistic business environment with economic growth, inflation, prime rate, and government intervention.
- Economic reports, memos, and a newswire.
- Ability to print out quarterly reports for classroom play.

- Complete game manual explaining all options - from an easy-to-understand business introduction to advanced play.
- For 1 to 6 players - with computer opponent(s) available.
- Ability to save games in progress for resumption later.

Box contains:
1 Manual
1 Newswire
100 Cards
or
People &
Money
& 1 Mini
Floppy
Disc Drive

COVER
DESIGN
LARRY FISH
SAKSON

CARTELS & CUTTHROATS™



CARTELS & CUTTHROATS

A COMPUTER GAME OF BUSINESS STRATEGY

CARTELS & CUTTHROATS™ is designed by Dan Bunten,
who also designed: SSG's COMPUTER QUARTERBACK™.
■ Playing Time: 2 to 4 Hours
■ Intermediate Level

CARTELS & CUTTHROATS



CARTELS & CUTTHROATS

Just one
of many
sets of
conditions
start-up
the corp-
provides

Is this set-up acceptable?
The corp-
provides

A sample
news
showing
the state
of the
economy

The corp is up 4.4% (weekly)
The corp is up 4.4% (weekly)
The corp is up 4.4% (weekly)

Summary
The corp is up 4.4% (weekly)
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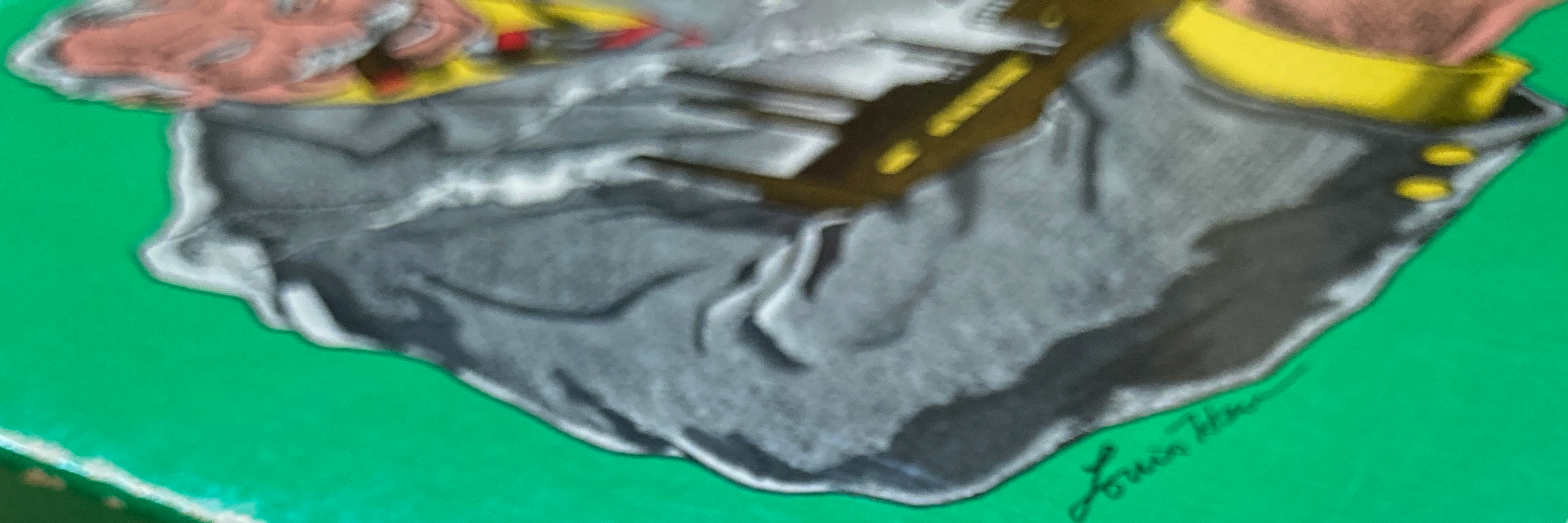
THROATS



STRATEGIC
SIMULATIONS
INC.

For Your
APPLE II
with
Applesoft
ROM Card
or
Apple II
Plus
48K
Memory
& 1 Mini
Floppy
Disc Drive

Cover
Design:
LOUIS HSU
SAEKOW



CARTESIA

Apple II
plus
48K
Memory
& 1 Mini
Floppy
Disc Drive

Cover
Design:
LOUIS HSU
SAEKOM

CARTER



STRATEGIC
SIMULATIONS
INC

For Your
APPLE II
with
Applesoft
ROM Card

or

Apple II
Plus

48K

Memory
& 1 Mini

Floppy

Disc Drive

Cover

Design:

LOUIS HSU
SAEKOW